

Sian Davies, Head of Contact Centre, Arco Ltd

Testimonial for Anna Bates - Founder, Room 11 Coaching - Feb 26

Anna partnered with us during a critical period of transformation within our Customer Engagement Centre. We were and still are evolving from a largely transactional function service contact centre, into a sales & service contact centre, commercially focused, insight-led operation. The results delivered over the past six months demonstrate the power of that shift — and Anna has been instrumental in equipping the team with the mindset, structure and capability required to achieve it.

Measurable Commercial Impact

Over the past six months, the Arco new inbound sales team in our Customer Engagement Centre has delivered:

- ~5% improvement in quote conversion
- £4.5M total revenue generated
- £40K incremental revenue uplift versus prior year
- 20% uplift in both volume and value of Band B quotes
- Resource-neutral growth, with no additional cost base

Notably, this performance was achieved despite lower average quote values year-on-year, demonstrating that revenue growth has been driven by smarter pre-sales engagement rather than increased volume or spend. This is a material commercial outcome — and one underpinned by capability development and behavioural shift.

One of Anna's most significant contributions was helping the team redefine who they are.

Through structured identity work, she repositioned the team from being perceived as a "quotes function" to operating as a specialist sales team within a hybrid commercial model.

This clarity enabled advisors to:

- Prioritise high-impact conversations over transactional throughput
- Adopt a "sell first, quote second" mindset
- Engage customers conversationally, not mechanically
- Identify opportunity through tone, context and intent
- Shift from passive email exchanges to proactive call-led engagement

The impact was immediate. Confidence rose, energy improved and commercial behaviours became embedded. Alongside our continued investment in AI-generated prioritisation and automation, Anna supported the teams mindset to capitalise on these tools effectively. This alignment of technology and human skill has underpinned the results while enhancing the customer experience.

Anna does not deliver theoretical training. She delivers performance impact. Her ability to blend behavioural psychology, commercial focus and practical sales application has materially contributed to:

- Improved quote conversion
- Enhanced customer experience
- A replicable model for wider deployment

Her professionalism, insight and ability to convert observation into measurable business results set her apart.